

EXHIBIT C

iTunes and Pandora music Purchasers are consumers using major internet providers for their music listening pleasure. iTunes and Pandora Music Purchasers enjoy playing their favorite radio stations from home, work, or mobile devices. Individual song, video and record purchases and/or commercial free listening allow for a highly custom playlist along with a much wider geographical reach than local radio stations for a higher quality transmitted sound. These purchasers get access to more stations and a wider variety of programming options all hand selected by the individual. iTunes and Pandora Music Purchasers are constantly looking for the most up to date cutting edge technology. They are highly responsive to new technology, cell phones and apps, computers, vacation packages, coupons, deal saving offers, trial run offers, entertainment, satellite TV and sports offers.

SEGMENTS	PRICE	ID NUMBER
18,188,721 TOTAL UNIVERSE / BASE RATE	\$80.00/M	385690
1 Month Hotline	+ \$12.00/M	Manager
3 Month Hotline	+ \$8.00/M	UNIVERSE
18,188,721		LIST TYPE
Consumer		 
DESCRIPTION		SOURCE
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iTunes and Pandora Music Purchasers are constantly looking for the most up to date cutting edge technology. They are highly responsive to new technology, cell phones and apps, computers, vacation packages, coupons, deal saving offers, trial run offers, entertainment, satellite TV and sports offers.		Counts through 04/01/2019
		Last update 04/01/2019
		Next update 05/01/2019
		SELECTS
		AGE 10.00/M
		Buying Behavior
		Demographic
		Education 8.00/M
		Full Lifestyle
		GENDER 10.00/M
		Geography 8.00/M
		House Hold Income 10.00/M
		Interest
		Mail Order Buyer 10.00/M
		MARITAL STATUS 10.00/M
		PRESENCE OF CHILDREN 10.00/M
		GEOGRAPHY
		USA